I am a second year quantitative marketing student at Stanford Graduate School of Business. I have taken microeconomic I, II and III, econometric I, II and III, industrial organization I and empirical marketing courses. From these courses, I have developed a systematic knowledge about the field of quantitative marketing and IO. In addition, I have acquired essential modeling and estimation techniques for future research.

My research interest lies in digital marketing. My first-year project is analyzing consumer switching behavior in on-demand Apps markets (such as Uber/Lyft, Netflix/Hulu, Instacart/Google express, etc.), using transaction data on consumptions of varying brands in each digital market. I also aim to explore the relationship between the time of entrance and firm's current market share, given that these Apps are relatively new and we are able to observe their initial entrance in each local market. Specifically, I want to explore whether the first mover advantage is due to consumer inertia in the sense that consumer have persistent preference for a brand or it is due to the switching cost occurred when using multiple Apps.